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MONTANA *Industrial Horizons*

STATE PLANNING BOARD November, 1960

There are *156,000* children in school . . . and another *100,000* who will be ready for school within the next five years. Another *180,000* will be born in Montana from 1961 to 1971.

How many of these children will be able to get first rate jobs—paying first rate money?

Or will it follow that a large percentage will be forced to leave the Land of Shining Mountains for greener pastures.

There are roughly 18,000 Korean War veterans drawing bonus money from Montana. One-third (6,000) have left the state. Is it because they could not find suitable positions in Montana?

If we are to provide jobs for our own, we shall have to face up to solving the problems of business expansion and industrial development. This is a big and complex undertaking. It is an undertaking that will take time, effort, sound thinking, and money. It is an undertaking for each and every Montanan—from our Governor-elect Don Nutter, on down.

As John Donne so aptly said, "No man is an island, entire of itself; every man is a piece of the continent, a part of the main. . ."

If we are to retain our place in the nation, we must help the farsighted, patriotic Montanans who are well aware that "nothing stands still."

around the state . . .

Montana Highway Commission photo

The Holly Sugar plant (above) at Sidney is processing a near record crop of 350,000 tons of sugar beets for the 1960-61 harvest. Over 22,000 acres of sugar beets were planted.

NELSON RECREATION AREA

With the addition of the Nelson Recreation area about 15 miles northeast of Malta in Phillips County, State Parks Director Ashley C. Roberts now has 23 State Parks, Historical Monuments and recreation areas under his wing. Roberts reports that there was a 12% increase in 1960 visitors to all operations.

Tourists hit the road early last summer and came later. Both May and September traffic was higher which seems to indicate a longer season trend. The Nelson 228-acre site will feature boating, fishing, and picknicking facilities.

T BONE FEEDERS

The owners of a new spread on 91-acres of land with 32 wells and 32 acres of pens, feed mill and storage building, branding chute and office are 40 Montana ranchers and 7 Billings businessmen. The operation, south of Shepherd, will be able to feed 18,000 cattle annually on a rotation basis. Ranchers can consign beef on a delivery and pick-up basis and pay for cost of feeding and use of facilities. Manager Herschel Lenard will stuff his bovine guests with barley and corn silage.

One of the four basic feed formulas can be selected. By sending beef to T Bone Feeders, ranchers will save the animals from a round-trip journey to Omaha and sell direct to local buyers.

How about a nice, juicy, tender, 3-inch t-bone from T Bone, for your next hoedown?

WITH THE EDITORS . . .

The following excerpts from an editorial in the GREAT FALLS TRIBUNE were expressed by Victor Gruen, architect and urban planner, in a copyrighted interview published in MANAGEMENT METHODS, a monthly magazine for businessmen with national circulation. Gruen's firm has developed or is developing renewal plans for many cities including Fort Worth, Newark, Paterson, Fresno, and St. Paul. Gruen has this to say:

"Before you select a business site, make sure the town or city knows where it is going. Otherwise you will face serious problems. It is not enough to check the usual things—labor supply, electrical power, transportation, and the current tax situation. It's necessary to know what the city or town is going to be like in 20 or 30 years."

Gruen lists several things that industrialists should watch for when assessing a town's future:

1. Make sure that there is a talented professional planner on the municipal payroll, or that the city uses a qualified planning consultant.

2. Ask city officials, including the professional planner, what they are doing about the future.

3. Ascertain whether the community has a "creative master plan." The plan should be specific, indicating 'how much money will be taken in, how much will be spent, what the needs are for various facilities, what's the debt.'

4. Determine whether the town is engaged in "basic thinking" about its problems. Is the town being fashioned to insure orderly growth for every commercial and residential function? Are interrelationships considered or is each problem resolved only on the needs of the moment?"

good news . . .

Lewistown becomes home base for **Roseneau Foods,** one of our largest independent processors and manufacturers of dairy products. They market **Dairy Dell** in eight states and Canada. A $100,000 modernization of Fergus County Creamery, recently purchased, is planned. . .

Culbertson fire department reports little damage to the safflower plant. . .

The way now appears to be open for **Libby** to have a dam 15 miles upstream where Kootenai flows into the Columbia. Such a lake would cover 47,800 acres and extend 42 miles into British Columbia. Cost will be in the neighborhood of 333 million. Canada and Congress must ratify treaty before groundbreaking. . .

Christmas Tree harvest will net three million trees. . .

Anaconda still proceeding towards **Webb & Knapp's** steel plant. . .

Glendive has a new grain growers' elevator. It is owned by a group of 70 farmer-stockholders. Cost $115,000. . .

Conventional Built Homes of Lewistown asked for bids on new plant. . .

Great Falls looking for 72 specialists for **Minuteman** missile project. **W. R. Thornrock** at Hill Air Force Base, Utah, is the one to contact. . .

Economic Development Corp. of **Great Falls** has 1,728 shares of $50 stock for sale. Directors are 26 Great Falls businessmen whose objective is to encourage economic growth. . .

Great Falls Brewery on a $100,000 expansion kick. . .

Don Jacobson, president of **Quality Homes, Helena,** announced state-wide distribution for prefab and custom-built houses, farm and commercial buildings, summer homes and garages. . .

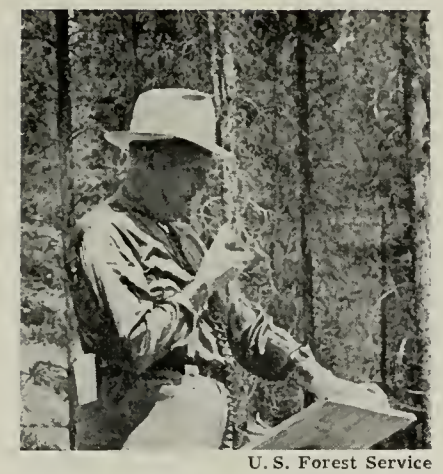
Buttrey's opened 30th shopping center in **Bozeman.** They will also go into **Anaconda, Glendive, Miles City and Sidney.**

DOUBLE M POULTRY

After six months of operation, the Double M Poultry Company in the Flathead area reports that orders far exceeded its available supply of chickens. The company markets an average of 2,500 dressed broilers or fryers each week. The Daily Inter Lake reports, "One Kalispell grocer purchased 186 dozen chickens from Double M just before the fourth of July, and he would have taken twice that amount had they been available."

Owners Willard and Norman Maughan are in the process of obtaining a registered brand name so that their chickens can be identified by the buyer as a local product.

the role of present industry . . .



U. S. Forest Service

R. C. "Dick" Setterstrom, chairman of the Advisory Council of Montana's State Planning Board and Montana Power's industrial development engineer, continues the story of Montana on the move.

Q. How are Montana companies, such as the one for which you work, helping to further the industrial development of our state?

A. The Montana Power Company for many years has had an active Industrial Development department which devotes its full time to furthering the economic development of Montana. This includes continuing advisory service and assistance to existing industry and contacts and research to develop the potential for new industry in the State. Other investor-owned utility companies in Montana have similar programs.

Q. How does your job fit into this program? And are there other men in the State doing work similar to yours?

A. As industrial development engineer of The Montana Power Company for the past 20 years, my responsibility has been to assist existing industries and encourage their expansion, to encourage the establishment of new industries, to encourage the wise use of our natural resources through conservation organizations and to assist on programs such as city-county planning which will not only hasten the economic development of Montana, but will help to insure our fine living conditions. In addition, managers and employees in each of our seven divisions work with local industries and Chambers of Commerce on industrial development programs. Through my own interviews with national industrial firms throughout the country and through contacts our officers have with financial groups in other parts of the United States, we are constantly pointing out the industrial possibilities of Montana.

Q. What advantage does existing industry see in having new industry come into our State? In helping existing industry thrive?

A. I believe it is obvious to all industry in Montana that additional industry broadens the tax base, creates more jobs and consequently more markets and generally helps develop the economy of the State so that everyone benefits.

An investor-owned utility like Montana Power serves a fairly well-defined geographical area so that, if it is to grow and prosper, it must operate in an area which has a healthy and expanding economy. By helping to keep existing industry strong and helping to attract new industry, the utility benefits through this growth.

Plans for the industrial development of Montana will continue to be made, carried out and evaluated. And new enthusiasm around the state indicates these plans will be successful. One marker of "new enthusiasm"—the recent formation of an Industrial Committee by the Montana Chamber of Commerce. As work of all these groups progresses, it will be reported in INDUSTRIAL HORIZONS. But as in growth and upbringing of a child, it takes many years before the results of the labor involved can be measured.

WHICH IS YOUR COMMUNITY?

is it one

. . . which will go to great lengths to attract industry and will make unrealistic statements and commitments far beyond their capacity to fulfill?

. . . which wants no industry at all and thus prevents the growth and development of the community?

. . . which falters along on a hit or miss basis and attracts sporadic industrialization, but has no real thought about the future?

. . . which wants only research-center types of industrial development?

OR is it one

. . . which realistically assesses its resources and appraises its own technical and financial limitations?

city problems . . . what is your solution?

about the author . . .

Kenneth V. James, field representative for the U. S. Housing and Home Finance Agency, is working with various communities of the Pacific Northwest on problems of city planning, urban renewal, civic redevelopment and conservation of local resources. He has worked with state and federal governments and private business firms on industrial and new business development in communities ranging in size from large metropolitan centers to semi-rural settlements. Mr. James says all of them have this one basic problem—a need for citizen action to put into effect plans and programs which will better utilize their own resources.

Problems of civic development, decay, growth or deterioration are constantly facing our local governments and there are not, unfortunately, pat, easy solutions. The answers that apply in one case may not even fit into the needs of an adjoining community. Sometimes even the tools needed are not the same.

A recent instance of fashioning a new set of tools with which to tackle development and redevelopment in Montana has been the enactment of State laws on planning and urban renewal. These tools give to the local municipality a new approach in solving its own problems and, when combined with the Federal assistance which is now available, they can provide solutions to problems which previously were entirely beyond the physical and fiscal means of the communities.

The first of these programs to be utilized in Montana has been community planning, whereby cities or county-city planning units have been able with professional guidance to anticipate some of their needs, to prepare a total-approach program for meeting these needs and activating the tools of zoning, land development controls and other means of arriving at a more useful and more efficient municipality. This community planning is often eligible for a matching Urban Planning Assistance Grant handled by the official state planning agency—The Montana State Planning Board. Outstanding new plans have been developed under this program and Montana is one of the forty-three states that has participated in the Federal Urban Planning Assistance Program. The planning for seven different communities in Montana is being carried forward under this program along with 1,362 other localities in the United States. Metropolitan or regional planning activities in three Montana areas are now underway and there are 104 other approved metropolitan and regional planning programs in operation in the rest of the country.

As plans are completed and adopted by the cities, they find that many of their goals and objectives will require strong civic and citizen action to carry them into realization. This is the field generally spoken of as urban renewal and

(Continued on page 4)

city problems . . . what is your solution? (Continued)

authorized by the State Legislature, Chapter 195 of the Laws of 1959. Urban renewal consists of a multiple bag of tools, many of which can be applied at different times to the same situations. The three principal categories are slum clearance and redevelopment, which is oftentimes necessary in areas that are beyond economic recovery or where the present use is completely at odds with the best interests of the community. The second category of approaches might be characterized as rehabilitation, where buildings, structures and utilities are recovered from their present state of decay or obsolescence and become again an active contributor to the forward growth of the community. In still another field, that of prevenion of decay and blight, there are the tools of conservation which may be used to avert the growth of blight around the fringes of the business areas and around the periphery of the city. In each of these programs, there are available Federal aids to assist in the study and survey, to expedite the financing of urban renewal in specified project areas, and to assure that the displacement or relocation of people and even of small businesses can be carried out expeditiously and safely.

The steps in tackling problems with urban renewal may easily be summarized in six categories. First is the creating of community concern wherein the citizens become organized and speak with a unified voice that expresses this concern for the well-being of their own communities. Secondly is the finding of facts. A part of fact finding is involved in the planning activities, the necessary surveys of the situation, the analysis of markets for the land and the rehousing of people who may be affected by the urban renewal activities. Third is the organizing for operations, which often involves a complete reconsideration and rethinking of the responsibilities and the staffing of local governmental units. This organization is best expressed in the Federal requirement of a "Workable Program for Community Development." The fourth step is usually the picking of a pilot project or projects to concentrate attention and to demonstrate accomplishment. Fifth is the intensifying of individual interest and the bringing in of outside interests in the further development of the community. This creation of individual interest often involves inself in industrial and commercial growth of the economic base of the community. Sixth is the protection of property improvements through public action, capital-improvements, budgeting, and the private action of the individual citizens.

It will be seen that urban renewal soon develops into a new concept in civic consciousness and that it is placing a clearer responsibility on the individual citizen as a part of his own community. Individualism is expressed through the joint action of citizens working together and not in each carrying out his own wishes at the expense of, and without regard to, the interests and the needs of others in his own community. It is a new and growing concept, distinctively American, yet embodying many of the better traditions of our native heritage.

One hundred and eighty-four new Urban Renewal projects were approved for Federal aid during the past year and at the present time, there are over 800 such projects in 456 communities of the United States. Several of Montana's most progressive cities are exploring their renewal possibilities at this time.

with the planning board

Chairman D. P. Fabrick, was presented with a citation of appreciation and recognition for being one of "ten persons in our modern era who dared to press forward in his chosen field and into the new and unknown with personal courage, initiative and accomplishment." at the premiere of the Walt Disney picture, "Ten Who Dared" in Vernal, Utah.

Advisory Council Chairman, R. C. Setterstrom outlined steps a city can take to attract industry and explained to the Industrial Development section of the Billings Chamber of Commerce how Great Falls and Missoula are tackling the problem.

Director E. O. Sowerwine, Jr. and Everett Darlinton attended the Montana Dairy Products Manufacturers' Association meeting in Helena. Mr. Sowerwine spoke to the group advising them to pool their efforts toward expanding the manufacture of dairy products in Montana. He cited Montana's advantages in producing top quality cheese and suggested the association look into the collection of waste skim milk for processing into casein and other products.

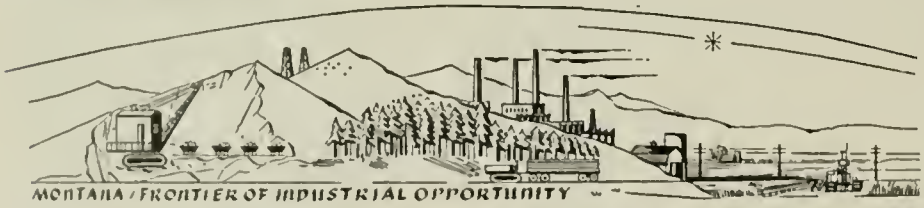
Sowerwine attended two meetings at Montana State College. Both were devoted to the all-important subject of **research.** The theme of the Division of Agriculture Conference was **"What Research for Montana?"** At the Agriculture Economics Committee meeting research projects actually "in the works" were reviewed.

Everett Darlinton represented the Planning Board at the MACOM and State Chamber of Commerce meetings in Butte. He also spoke to a group in PLAINS on problems relating to zoning and housing.

Ray Olson attended the Montana Reclamation Association Conference in Helena.

readers' service

The State Planning Board has embarked upon a program to gather "data sheets" from reliable sources which will present pertinent statistics and information on many of our valuable resources. The Board invites readers to request copies of these sheets, which will be furnished to them as they become available.



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